

## ABSTRACT OF THE DISCLOSURE

An apparatus and method for transmitting and receiving a message using a caller ID is disclosed. In a preferred embodiment, it includes an advertiser and an advertisement service company unit adapted to provide an advertisement. The advertisement service company unit includes an embedded device for inputting and modulating information. A cable/mobile communication company unit adapted to provide a communication network to the advertisement service company unit is also provided so that the advertisement service company can use the communication network. The cable/mobile communication company unit includes an embedded device to demodulate and transmit the information. An advertisement service subscriber unit, adapted to be provided with the advertisement from the advertisement service company unit through the cable/mobile communication company unit is also provided. The advertisement service subscriber unit includes a device to demodulate and identify the received information, and an embedded display unit.